



COMMUNITY AND BRAND ENGAGEMENT

January 2025

Prepared By: Craig Campbell, Director

Tampa Bay BBQ Festival

Date: January 10th – 12th

Location: Vinoy Park, St. Pete

Staff Lead: Jake Hermann

Brand Activation:

- Welcome Truss

Messaging:

- Still Shining



Partner Meeting

Date: January 16th

Location: Wyndham Grand Clearwater

Staff Lead: Craig Campbell

Brand Activation:

- Ampersand (&)
- New wrapped & Activations Van

Messaging:

- America's Best Beaches & So Much More



MLK Dream Big Parade

Date: January 20th

Location: Downtown St. Pete

Staff Lead: Sierra Arana

***Activation Engagements:**

Brand Activation:

- & Branded Boat
- & Branded Activations Van

Messaging:

- America's Best Beaches & So Much More



**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways*

National PIE Day

Date: January 23rd

Location: St. Pete Clearwater International Airport (PIE)

Staff Lead: Brandee Bolden

Brand Activation:

- Signage
- Branded Bar
- Spin the Wheel

Partner Support: PIE

Messaging:

- America's Best Beaches & So Much More



JUCO Kickoff Classic & Showcase

Date: January 24th – 27th

Location: ROC Park, Madeira Beach

Staff Lead: Jake Hermann

Brand Activation:

- Flags & Banners

Department Support: Sports

Messaging:

- VSPC.com



Florida State USBC Annual Meeting

Date: January 24th – 26th

Location: St. Pete Marriott Clearwater

Staff Lead: Jake Hermann

Brand Activation:

- Flags & Signage

Department Support: Sports

Messaging:

- VSPC.com



Clearwater Marathon & Running Festival

Date: January 24th - 26th

Location: Sand Key Park

Staff Lead: Jake Hermann

Brand Activation:

- Flags & Banners

Department Support: Sports

Messaging:

- VSPC.com



Internova FAM

Date: January 27th

Location: Vinoy Resort & Spa

Staff Lead: Sierra Arana

Brand Activation:

- Let's Shine Letters

Department Support: Leisure Travel

Messaging:

- Let's Shine



Internova FAM

Date: January 29th

Location: St. Pete Shuffleboard Club

Staff Lead: Jake Hermann

Brand Activation:

- Signage
- Hop Up Backdrops
- Let's Shine Bar

Department Support: Leisure Travel

Messaging:

- Let's Shine





THANK YOU

